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TRANSMITTAL FORM

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Total Number of Pages in This Submission

Application Number	10/079,927
Filing Date	February 19, 2002
First Named Inventor	George, Colleen
Group Art Unit	
Examiner Name	
Total Number of Pages in This Submission	020375-003300US

ENCLOSURES (check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Assignment Papers (for an Application)	<input type="checkbox"/> After Allowance Communication to Group
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment / Response	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	Return Postcard
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<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s)	
<input type="checkbox"/> Response to Missing Parts/ Incomplete Application		Remarks
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm and Individual name	Townsend and Townsend and Crew LLP Patrick M. Boucher	Reg. No. 44,037
Signature	<i>Patrick M. Boucher</i>	
Date	21 March 2002	

CERTIFICATE OF MAILING

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PATENT
Attorney Docket No.: 020375-003300US

#4

On March 21, 2002

TOWNSEND and TOWNSEND and CREW LLP



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Colleen George et al.

Application No.: 10/079,927

Filed: February 19, 2002

For: SYSTEMS AND METHODS FOR
OPERATING LOYALTY PROGRAMS

Examiner:

Art Unit:

INFORMATION DISCLOSURE
STATEMENT UNDER 37 CFR §1.97 and
§1.98

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Washington, D.C. 20231

Sir:

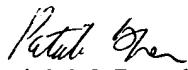
The references cited on attached form PTO/SB/08A and PTO/SB/08B are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no

representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

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Respectfully submitted,


Patrick M. Boucher
Reg. No. 44,037

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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

1

Complete if Known

Application Number	10/079,927
Filing Date	February 19, 2002
First Named Inventor	George, Colleen
Art Unit	
Examiner Name	

Attorney Docket Number 020375-003300US

U.S. PATENT DOCUMENTS			
Examiner	Document Number Cite No. ¹ Number Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document
AA	US-RE. 36,116	2/23/99	McCarthy
AB	US-4,723,212	2/2/88	Mindrum et al.
AC	US-4,910,672	3/20/90	Off et al.
AD	US-5,025,372	6/18/91	Burton et al.
AE	US-5,173,851	12/22/92	Off et al.
AF	US-5,530,232	6/25/96	Taylor
AG	US-5,537,314	7/16/96	Kanter
AH	US-5,578,808	11/26/96	Taylor
AI	US-5,612,868	3/18/97	Off et al.
AJ	US-5,689,100	11/18/97	Carrithers et al.
AK	US-5,734,838	3/31/98	Robinson et al.
AL	US-5,774,870	6/30/98	Storey
AM	US-5,832,457	11/3/98	O'Brien et al.
AN	US-5,909,486	6/1/99	Walker et al.
AO	US-5,915,007	6/22/99	Klapka
AP	US-5,923,016	7/13/99	Fredregill et al.
AQ	US-5,924,080	7/13/99	Johnson
AR	US-5,926,795	7/20/99	Williams
AS	US-5,969,318	10/19/99	Mackenthun
AT	US-5,974,399	10/26/99	Giuliani et al.
AU	US-5,983,196	11/9/99	Wendkos
AV	US-5,991,376	11/23/99	Hennessy et al.
AW	US-6,009,411	12/28/99	Kepcs
AX	US-6,009,412	12/28/99	Storey
AY	US-6,026,370	2/15/00	Jermyn
AZ	US-6,032,136	2/29/00	Brake, Jr. et al.
BA	US-6,024,288	2/15/00	Gottlich et al.
BB	US-6,061,660	5/9/00	Eggleston et al.
BC	US-6,119,933	9/19/00	Wong et al.
BD	US-6,138,911	10/31/00	Fredregill et al.
BE	US-6,222,914	4/24/01	McMullin
BF	US-6,229,879	5/8/01	Walker et al.

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Examiner Signature	Date Considered
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Technology Center 2100**U.S. PATENT DOCUMENTS**

Examiner	Cite No. ¹	Document Number Number Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
BG		US-6,278,979	8/21/01	Williams	
BH		US-6,282,516	8/28/01	Giuliani	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³	Number ⁴ Kind Code ⁵ (if known)				
BI	EP	0 987 642 A2		22/3/2000	Citibank, N.A.		
BJ							
BK							
BL							
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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet

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Application Number	10/079,927
Filing Date	February 19, 2002
First Named Inventor	George, Colle
Art Unit	
Examiner Name	
Attorney Docket Number	020375-003300US

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Technology Center 2100**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
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